

**The Factors Affecting Customer Satisfaction and Behavioral Intentions in
Using Telecommunication Service in Bangkok, Thailand**

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Abstract

Purpose— This study aims to explore the factors affecting customer satisfaction in using mobile telecommunications; and investigate the relationship between customer satisfaction and behavioral intentions in mobile telecommunications service.

Design/Methodology— A survey questionnaire was used to collect data from 400 respondents in Bangkok, Thailand. The multi regression was used to analyze and examine the postulated hypothesis.

Findings—The findings indicated that perceived value, service quality, and marketing mix have positive effect on customer satisfaction; customer satisfaction has positive effect on behavioral intentions.

Research Implications—The findings provide the understanding of the factors affecting customer satisfaction and behavioral intentions. Thus, it gives recommendations for managers to improve customer satisfaction on the mobile telecommunication service.

Research Limitations— The questionnaires were only distributed in the Central Ladprao department store. So the result can not represent the whole Bangkok, Thailand.

Key words: Customer satisfaction, behavioral intention, mobile telecommunication service, Thailand

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1. Introduction

In Thailand, “Telephone Organization of Thailand (TOT) was established as a state agency to provide and regulate domestic telephony services in 1954; Communications Authority of Thailand (CAT) was established as a state agency to provide and regulate international telephony, postal and other non-voice telecommunication services (Srinuan, 2011)”. “First mobile communications services in Thailand were commercially introduced in 1986 by the state owned companies: Telephone Organization of Thailand (TOT) and Communications Authority of Thailand (CAT). Advance Info Service Public Company Limited (AIS) and Total Access Communication Public Company Limited (DTAC) were two private companies which were granted the concession agreements in 1990 and 1991 respectively to provide analog mobile services (Srinuan, Srinuan, & Bohlin 2011)”.

Advance Info Service Public Company Limited (AIS) launched 3G-900MHz and signed agreement with Telephone Organization of Thailand (TOT) to use 3G-2.1GHz to use data services. True Corporation Public Company Limited (TRUE), jointly providers 3G services with Communications Authority of Thailand (CAT) at a spectrum of 800MHz for 14.5 years. Total Access Communication Public Company Limited (DTAC) has also managed to launch 3G services on the 850MHz band in spite of protest from Communications Authority of Thailand (CAT) (The Nation, 2011; BMI, 2012). The 3G-WCDMA user coverage is not high, because some Thai users are 2G-GSM user, some are 2.75-EDGEuser. For this reason the Thai telecommunication is not a real 3G.

“Thailand has a population of 67.5 million with a GDP per capita of USD 1,275 as of the end of 2010. At the end of December 2010, the total number of mobile subscribers reached 70.8 million, representing a penetration rate of 105% of the total population (announced by AIS, 2011). Now there are 3 major mobile telecommunication operators: AIS, DTAC, and TrueMove.

Now the telecommunication system in Thailand is at the beginning of 3G, and it will be in 3G era in the next decades. Customer will face the situation how to choose the best mobile telecommunication service provided by the mobile telecommunications service company. And the mobile telecommunications service company also will face the situation how to meet the customer satisfaction in order to increase the market share.

Thus, this research aims to study the factors affecting customer satisfaction and behavioral intention in using mobile telecommunication service in Bangkok Thailand.

2. Literature Review

Literature in this study includes perceived value, service quality, marketing mix, customer satisfaction, and behavioral intention.

Perceived value

Perceived value is defined as the result of the personal comparison between perceived overall benefits and the perceived costs paid by the customer (Zeithaml, 1988). Perceived value is the results or benefits customers receive in relation to total costs (which include the price paid plus other costs associated with the purchase). In simple terms, value is the difference between perceived benefits and costs. However, what constitutes value appears to be highly personal, and may vary widely from one customer to another (Holbrook, 1994; Zeithaml, 1988). Sweeney and Soutar (2001) proposed the PERVAL dimensions including functional dimension, emotional dimension and social dimension. Functional dimension refers to the rational and economic valuations made by individual. The quality of service would form this dimension. Emotional dimension refers to the internal emotions or feelings generated by the service. Social dimension refers to the social impact of the purchase made by customer.

According to Andreassen and Lindestad (1998), customer perceived value was positively associated with customer satisfaction in the service industries. Patterson and Spreng (1997) also confirmed that perceived value had a positive and direct relationship with customer satisfaction. While it is contended that value has a direct impact on how satisfied customers are with the service supplier (Anderson et al., 1994) and that satisfaction depends on value (Ravald & GroÈnroos, 1996), little attention has been paid to customer value in evaluating services (Lemmink et al., 1998). Therefore the result of our study supported the argument that there is a positive correlation between the marketing mix and passenger satisfaction. So from the above mentioned model and previous research the hypotheses are developed as follow:

Hypothesis 1: Perceived value affects customer satisfaction.

Service quality

The recent decade literatures suggest that service quality is the consumer's subjective assessment of service performance (Cronin & Taylor, 1992). Service quality is also regarded as the customer's impression of the relative inferiority or superiority of a service provider and its services (Bitner & Hubert, 1994). A good example of a standardized framework for understanding service quality is the SERVQUAL model developed by Parasuraman, Zeithaml and Berry (1988). This model includes reliability, responsiveness, assurance, empathy, and tangibles. Reliability refers to the ability to perform the promised service accurately. Responsiveness refers to the willingness to help customer and provide prompt service. Assurance refers to the employees' knowledge and courtesy, and their ability to inspire trust and confidence. Tangible refers to appearance of physical facilities, equipment, personnel and written materials.

From the previous research, Oliver (1993) first suggested that service quality would be antecedence of customer satisfaction, up to now, there are already some other researchers who have found the empirical support for the view point mentioned above (Anderson & Sullivan, 1993; Anderson et al., 1994; Fornell et al., 1996; Spreng & Mackoy, 1996), and customer satisfaction is a consequence of service quality. Service quality should also be enhanced by raising expectations and be positively related to consumer satisfaction (Fornell et al., 1996). From the above mentioned model and previous research the hypotheses are developed as follow:

Hypothesis 2: Service quality affects customer satisfaction.

Marketing mix

The concept of marketing mix is generally divided into product and service marketing mix. The service marketing mix consists of Product, Price, Place, Promotion, People, Physical Evidence, and Process, simply called 7Ps.

Product is defined as anything that can be offered into a market for attention, use, or consumption that might satisfy a need (Armstrong & Kotler, 2006). According to Hirankitti, Mechinda, and Manjing (2009) the service product offers service which can be explained based on the core service which represents the core benefit, and the secondary service which represents both the tangible and augmented product levels.

Price is the amount of money charged for a product or service, or the total values that consumers exchange for the benefits of having or using the product or service (Kotler, Armstrong, Wong, & Saunders, 2008). Price is considered as the most important measurement of repurchase intentions (Parasuraman & Grewal, 2000).

Place defined as the ease of access which potential customer associates to a service such as location and distribution (Hirankitti et al., 2009). A firm should

pay attention to place decisions, because of the importance of the service and consumption occurring at the same time and at the same place; a place that provides all information for customer, competition, promotion action, and marketing task. It should pay attention to how it can deliver the service at the right time and at the right place, and which channel should be used to deliver the service (Copley, 2004).

Promotion is defined as sales promotion, advertising, personal selling, public relations and direct marketing (Borden, 1984). Promotion is about a decision of how best to the related product to the target market and to persuade consumer to buy it (Lovelock, Patterson, & Walker, 1998). A communication program is important in marketing strategies because it plays three important roles: providing needed information and recommendation, persuading target customers to buy a specific product, and encouraging target customers to take action at specific times and place (Lovelock & Wright, 2002).

Personnel refer to the service employees who produce and deliver the service. It is a fact that many services involve personal interactions between customers and the service employees, and they strongly influence the customer's perception of service quality (Hartline & Ferrell, 1996; Rust, Zahorik, & Keiningham, 1996). Personnel is important to the delivery of service to customers. If there is no support from the personnel, a customer-orientation is not possible to get achievement (Judd, 2001).

Process is defined as the implementation of action and function that increases value for service with a low cost and a high advantage to customer, and it is more important for service than for goods. According to Hirankitti et al., (2009) the process is clearly perceived by the customer and it forms the basis of customer satisfaction with the purchase. Therefore, process management ensures the availability and consistence of quality. The design and the implementation of

product elements are crucial to the creation and delivering of product.

Physical Evidence is defined as the environment in which the service and any tangible goods are delivered. It is hold the great importance for the customer normally judges the quality of the service provided through physical evidence (Rafiq & Ahmed, 1995). In addition, according to Bitner (1990) adds other visible surroundings which can affect the impressions perceived by the customers about service quality. The appearance of the service employees can greatly affect a customer's satisfaction with a service experience (Rust, Zahorik, & Keiningham, 1996).

Yelkur (2000) found that the elements in the services marketing mix influence and positively effects customer satisfaction. It indicates that service organizations should pay more attention to their employees same as to their customers, this would increase both employee motivation as well as customer satisfaction. Therefore, the result of our study supported the argument that there is a positive correlation between the marketing mix and satisfaction. Also, Martin Cengiz and Yayla (2007) found that marketing mix has a positive effect on satisfaction and loyalty, on word of mouth communication from accounting offices in Turkey. Therefore the result of previous study supported the argument that service quality factors influences on customer loyalty. So in this study the hypotheses are developed as follow:

Hypothesis 3: Marketing mix affects customer satisfaction.

Customer satisfaction

The early researched on customers' satisfaction in traditional areas, Oliver (1980) proposed the theory of "expectation inconformity", that is the customers will feel satisfied when the services actual performances are beyond their expectation. Oppositely, when the services actual performances are under their expectation,

customers will feel dissatisfied. During the last decade, satisfaction has been considered as one of the most important theoretical as well as practical issues for most marketers and customer researchers (Jamal, 2004). Kotler and Keller (2006, p. 144) proposed that, “Satisfaction is a personal feeling of satisfaction or dissatisfaction resulting from comparing service performances in relation to his or her expectation.”

Behavioral intention

Intention or attitude of consumer behavior is discussed based on different theories. While some researchers use the technology acceptance model (TAM) to find out the influence of constructing a travel web site system on the willingness to consume (Moon & Kim, 2001), others use the theory of planned behavior (TPB) to create a more comprehensive description of the willingness to consume on the internet and the understanding of use of information technology (Ajzen, 1991; Taylor & Todd, 1995a). Behavioral intention is defined as goal states in the expectancy value tradition that are the result of a conscious process that takes time, requires some deliberation, and focuses on consequences (Loewenstein, Weber, Hsee, & Welch, 2001).

Customer satisfaction has been regarded as a fundamental determinant of long-term consumer behavior (Oliver, 1980). The relationship between customer satisfaction and behavioral intentions has been identified (Bearden & Teel, 1983; Oliver, 1980). It has been proposed that customers satisfaction of service value influences purchase intentions and behavior intentions (Bolton & Drew, 1991), these behavioral intentions may be either positive, for example customer retention, loyalty intention, and word of mouth, or negative, for example, customer defection or switching intention. Thus, in this study, from the above mentioned model and previous research the hypotheses are developed as follow:

Hypothesis 4: Customer satisfaction affects behavioral intention.

3. Conceptual Model

Based on the literature review, the conceptual model of this study is presented as

Figure 3.1

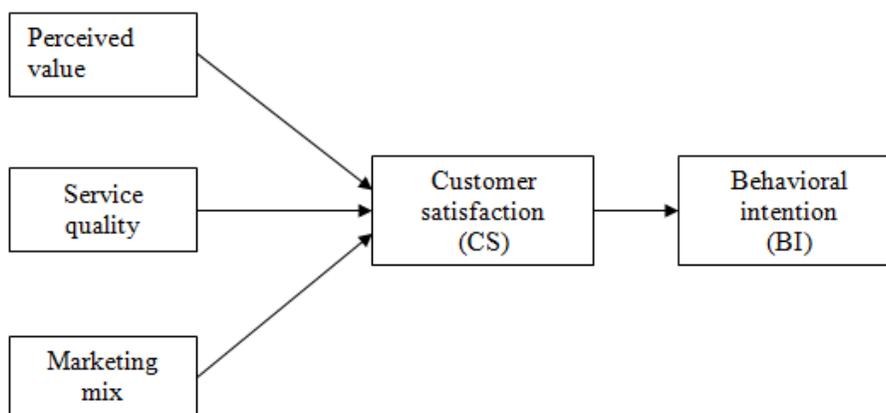


Figure 3.1: Conceptual model of the research

4. Methodology

The quantitative research method is used in this study by collecting primary data from the customers who use mobile telecommunication in the Thailand, according to the objective of the study. In this study, Independent variables are perceived value, service quality and marketing mix; Dependent variables are customer satisfaction and behavioral intention. The samples are selected by random sampling from customers who use the mobile telecommunication service in the Thailand. According the total number of the mobile subscribers in Thailand is 67,898,895 (Srinuan, Srinuan, & Bohlin, 2011), the number of samples is calculating from number of population by using the formula of Yamane (1973): it is almost 400 respondents. Five point Likert scale being one of the most reliable measurement scales and very popular in Thailand, this scale is applied to present in this study.

Data for this research is collected through questionnaires in Thai language from February 19, 2013 to March 9, 2013. The 400 questionnaires are collected from people who are age over 17 years old at the rest area around the entrances of Central Ladprao department store, Bangkok. The Central Ladprao department store is selected, because it has a wide range of customers. This convenient sampling is the basic random sampling method.

5. Results

In this study, 400 completed questionnaires from respondents were analyzed. The respondents of female (51.75%) and male (48.25%) are balance, and most respondents' age between 21 – 30years old (47. 5%). Besides, the most of respondents are holding bachelor degree education level (67%). Most occupation of respondents (40.8%) is students. The respondents (36.5%) have monthly income in 10,000 to 20,000 Thai Baht.

The agreement level of respondents on the perceived value, service quality (tangible, reliability, responsiveness, assurance, and empathy), marketing mix (product, price, place, promotion, personnel, process, and physical evidence), customer satisfaction, and behavioral intention are shown in the table 5.1 – 5.5

Table 5.1Level of Agreement of Perceived Value

	Mean	Standard deviation	Level of agreement
Perceived value	3.4233	0.68902	Agree

The mean of the perceived value is 3.4233 and the standard deviation is 0.68902, which is considered as agree level.

Table 5.2Level of Agreement of Service Quality

	Mean	Standard deviation	Level of agreement
Tangible	3.7183	0.60638	Agree
Reliability	3.6492	0.70006	Agree
Responsiveness	3.5942	0.76473	Agree
Assurance	3.6683	0.68602	Agree
Empathy	3.6333	0.71776	Agree

In service quality, the mean of the tangible is 3.7183 and the standard deviation is 0.60638, which is considered as agree level. The mean of the reliability is 3.6492 and the standard deviation is 0.70006, which is considered as agree level. The mean of the responsiveness is 3.5942 and the standard deviation is 0.76473, which is considered as agree level. The mean of the assurance is 3.6683 and the standard deviation is 0.68602, which is considered as agree level. The mean of the empathy is 3.6333 and the standard deviation is 0.75763, which is considered as agree level.

Table 5.3 Level of Agreement of Marketing Mix

	Mean	Standard deviation	Level of agreement
Product	3.4567	0.75763	Agree
Price	3.6175	0.69655	Agree
Place	3.8950	0.76295	Agree
Promotion	3.7042	0.75996	Agree
Personnel	3.6833	0.67641	Agree
Process	3.6000	0.71231	Agree
Physical Evidence	3.7483	0.70878	Agree

In marketing mix, the mean of the product is 3.6175 and the standard deviation is 0.75763, which is considered as agree level. The mean of the price is 3.6175 and the standard deviation is 0.69655, which is considered as agree level. The mean of the place is 3.8950 and the standard deviation is 0.76295, which is considered as agree level. The mean of the promotion is 3.7042 and the standard deviation is 0.75996, which is considered as agree level. The mean of the personnel is 3.6833 and the standard deviation is 0.67641, which is considered as agree level. The mean of the process is 3.6000 and the standard deviation is 0.71231, which is considered as agree level. The mean of the physical evidence is 3.7483 and the standard deviation is 0.70878, which is considered as agree level.

Table 5.4Level of Agreement of Customer Satisfaction

	Mean	Standard deviation	Level of agreement
Customer Satisfaction	3.6167	0.72567	Agree

The mean of the customer satisfaction is 3.6167 and the standard deviation is 0.72567, which is considered as agree level.

Table 5.5Level of Agreement of Behavioral Intention

	Mean	Standard deviation	Level of agreement
Behavioral Intention	3.5675	0.81609	Agree

The mean of the behavioral intention is 3.5675 and the standard deviation is 0.81609, which is considered as agree level.

Hypothesis 1:

The relationship between perceived value and customer satisfaction.

H1: Perceived value affects customer satisfaction.

As illustrated in Table 5.6 , the multiple regression analysis identifies that perceived value affects customer satisfaction, and with a positive direction. Specifically, perceived value ($t=11.715$, $p<0.01$) contributes to the customer satisfaction. Moreover, relationship found is positive, implying that the more positive perceived value, the greater customer satisfaction in using telecommunication service. Therefore, H1 is supported, in that perceived value is related to customer satisfaction.

Table 5.6 Regression of Perceived Value towards Customer Satisfaction

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	1.791	.159		11.267	.000
perceived value	.533	.046	.506	11.715	.000

a. Dependent Variable: customer satisfaction

Significant level = 0.05

The explanatory power of the model, as reported by R Square value, is 0.256 (see Table 5.7), it documented that variable (perceived value) is able to explain about one-four of the variation in customer satisfaction.

Table 5.7 Summary of Model Regression of Perceived Value towards Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.506 ^a	.256	.255	.62654	137.245	.000 ^a

a. Predictors: (Constant), perceived value

b. Dependent Variable: customer satisfaction

Significant level = 0.05

Regarding to the regression analysis from table 5.7, the relationship between perceived value and customer satisfaction, considered with R Square is 0.256. It means that the independent variable (perceived value) can explain about one-four of the variation of the dependent variable (customer satisfaction). Considered with Adjusted R Square value, it shows the value at 0.255. According to the F-test was 137.245, considering the result of significant level is 0.000 which is below level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test. It

means that perceived value has influence on customer satisfaction.

Hypothesis 2:

The relationship between service quality and customer satisfaction.

H2: Service quality affects customer satisfaction.

As illustrated in Table 5.8, multiple regression analysis identifies only three of five dimensions of service quality influencing customer satisfaction, and with a positive direction. Specifically, tangible ($t=3.582$, $p<0.01$), reliability ($t=3.171$, $p<0.05$), assurance ($t=6.485$, $p<0.01$), contributes to the customers' satisfactions. Moreover, relationships found are all positive, implying that the more positive service quality in which tangible reliability and assurance, the greater customer satisfaction in using telecommunication service. However, the responsiveness and empathy does not affect the customer satisfaction at a statistically significant level. Therefore, H2 is moderately supported, in that three out of five dimensions of service quality are related to customer satisfaction.

Table 5.8 Regression of Service Quality towards Customer Satisfaction

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	.431	.178		2.416	.016
Tangible	.212	.059	.177	3.582	.000
Reliability	.181	.057	.174	3.171	.002
Responsiveness	.024	.054	.026	.450	.653
Assurance	.395	.061	.374	6.485	.000
Empathy	.055	.056	.055	.996	.320

a. Dependent Variable: customer satisfaction

Significant level = 0.05

The explanatory power of the model, as reported by R Square value, is 0.476 (see Table 5.9), it documented that the five dimensions variables (tangible, reliability, responsiveness, assurance, and empathy) are able to explain about one-two of the variation in customer satisfaction.

The variance that can predict the constant is service quality. Thus, the reasonable multiple regression equation for customer satisfaction is:

$$\text{Customer satisfaction} = 0.431 + 0.212(\text{Tangible}) + 0.181(\text{Reliability}) + 0.024(\text{Responsiveness}) + 0.395(\text{Assurance}) + 0.055(\text{Empathy})$$

Table 5.9 Summary of Model Regression of Service Quality towards Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.690 ^a	.476	.470	.52837	71.721	.000 ^a

a. Predictors: (Constant), service quality (Tangible, Reliability, Responsiveness, Assurance, and Empathy)

b. Dependent Variable: customer satisfaction

Significant level = 0.05

Regarding to the regression analysis from table 5.9, the relationship between service quality and customer satisfaction considered with R Square is 0.476. It means that the independent variable (service quality) can explain about one-two of the variation of the dependent variable (customer satisfaction). Considered with Adjusted R Square value, it shows the value at 0.470. According to the F-test was 71.721, considering the result of significant level is 0.000 which is below level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test. It means that service quality has the influence on customer satisfaction.

Hypothesis 3:**The relationship between marketing mix and customer satisfaction.**

H3: Marketing mix affects customer satisfaction.

As illustrated in Table 5.10, multiple regression analysis identifies the marketing mix affects customer satisfaction, and with a positive direction. Specifically, product ($t=7.685$, $p<0.01$), process ($t=4.833$, $p<0.01$), physical evidence ($t=0.5272$, $p<0.01$), contribute to the customer satisfaction. Moreover, the relationships found are all positive, implying that the greater in qualities of product process and physical evidence are, the more customers are satisfied in telecommunication service. However, the price, place, promotion, and personnel do not affect the customer satisfaction at a statistically significant level at 95%. Therefore, H3 is moderately supported, in that three out of seven Ps of marketing mix are related to customer satisfaction.

Table 5.10 Regression of Marketing Mix towards Customer Satisfaction

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	.147	.163		.903	.367
Product	.300	.039	.313	7.685	.000
Price	.079	.045	.75	1.761	.079
Place	-.003	.043	-.003	-.068	.946
Promotion	.033	.043	.34	.768	.443
Personnel	.063	.057	.058	1.098	.273
Process	.253	.052	.248	4.833	.000
Physical evidence	.240	.450	.234	.5272	.000

a. Dependent Variable: customer satisfaction

Significant level = 0.05

The explanatory power of the model, as reported by R Square value, is 0.574 (see Table 5.11), it documented that the seven Ps variables (product, price, place, promotion, personnel, process, and physical evidence) are able to explain about three-five of the variation in customer satisfaction.

The variance that can predict the constant is marketing mix. Thus, the reasonable multiple regression equation for customer satisfaction is:

Customer satisfaction = 0.147 + 0.300 (Product) + 0.079 (Price) - 0.003 (Place) + 0.033 (Promotion) + 0.063 (Personnel) + 0.253 (Process) + 0.240 (Physical evidence)

Table 5.11 Summary of Model Regression of Marketing Mix towards Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.758 ^a	.574	.567	.47762	75.581	.000 ^a

a. Predictors: (Constant), marketing mix (Product, Price, Place, Promotion, Personnel, Process, and Physical evidence)

b. Dependent Variable: customer satisfaction

Significant level = 0.05

Regarding to the regression analysis from table 5.11, the relationship between marketing mix and customer satisfaction considered with R Square is 0.574. It means that the independent variable (marketing mix) can explain about three-five of the variation of the dependent variable (customer satisfaction). Considered with Adjusted R Square value, it shows the value at 0.567. According to the F-test was 75.581, considering the result of significant level is 0.000 which is below level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test. The null hypothesis

(H3) of marketing mix was rejected. It means that marketing mix has influence on customer satisfaction.

Hypothesis 4:

The relationship between customer satisfaction and behavioral intention.

H4: Customer satisfaction affects behavioral intention.

As illustrated in Table 5.12, multiple regression analysis identified customer satisfaction ($t=21.125$, $p<0.01$) influencing behavioral intention, and with a positive direction. It implies that the more positive customer satisfaction, the greater in the behavioral intention. Therefore, H4 is supported, in that customer satisfaction is related to behavioral intention.

Table 5.12 Regression of Customer Satisfaction towards Behavioral Intention

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	.610	.143		4.276	.000
customer satisfaction	.818	.039	.727	21.125	.000

a. Dependent Variable: behavioral intention

Significant level = 0.05

The explanatory power of the model, as reported by R Square value, is 0.529 (see Table 5.13), it documented that variable (customer satisfaction) is able to explain about one-two of the variation in behavioral intention.

Table 5.13 Summary of Model Regression of Customer Satisfaction towards Behavioral Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.727 ^a	.529	.527	.56102	446.286	.000 ^a

a. Predictors: (Constant), customer satisfaction

b. Dependent Variable: behavioral intention

Significant level = 0.05

Regarding to the regression analysis from table 5.13, the relationship between customer satisfaction and behavioral intention, considered with R Square is 0.529. It means that the independent variable (customer satisfaction) can explain about one-two of the variation of the dependent variable (behavioral intention). Considered with Adjusted R Square value, it shows the value at 0.527. According to the F-test was 446.286, considering the result of significant level is 0.000 which is below level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test. It means that customer satisfaction has influence on behavioral intention.

6. Conclusion

The conclusion from the overall study is explained based on the research objectives as follows:

Objective 1:

To explore which factor affecting customer satisfaction in using mobile telecommunication service.

The perceived value, service quality in tangible, reliability, and assurance, as well as some marketing mix (product, process, and physical evidence) significantly affect the customer satisfaction.

Objective 2:

To investigate the relationship between customer satisfaction and behavioral intention in mobile telecommunication service.

Customer satisfaction has a significant effect to behavioral intention.

7. Discussion

According to the objectives of this study the factors affecting customer satisfaction and behavioral intentions in using mobile telecommunication service in Bangkok, Thailand, the importance and the discussion from overall study are discussed as follows:

7.1. There is a significant relationship between the perceived value and customer satisfaction. Furthermore, the value B of perceived value is 0.533, it means when perceived value is increased by 1 unit, the customer satisfaction will be increased by 0.533 units.

7.2. There is a significant relationship between the service quality and customer satisfaction. But the service quality consisting of five dimensions, different dimension has the different effect to customer satisfaction. The tangible ($\beta=0.177$), reliability ($\beta=0.174$), and assurance ($\beta=0.374$) have the relationship with customer satisfaction, the assurance ($\beta=0.374$) is higher than the others, that means the assurance has more impact than the others on customer satisfaction. The significant value of responsiveness and empathy are more than alpha level ($\alpha=0.05$). Therefore, they have no relationship with customer satisfaction.

7.3. There is a significant relationship between the marketing mix and customer satisfaction. But the marketing mix consisting of seven factors, different factor has different effect to customer satisfaction. The product ($\beta=0.313$), process ($\beta=0.248$), and physical evidence ($\beta=0.234$) have relationship with customer satisfaction, the product ($\beta=0.313$) is higher than

others, that means the product has more impact than the others on customer satisfaction. The significant value of price, place, promotion and personnel are more than alpha level ($\alpha = 0.05$).

7.4. The research found that it has the effect of customer satisfaction to behavioral intention. It shows that there is a significant relationship between the customer satisfaction and behavioral intention. Furthermore, the value B of customer satisfaction is 0.818, it means when customer satisfaction is increased by 1 unit, the behavioral intention will be increased by 0.818 units.

The future research should provide an appropriate quantity of questions in the questionnaire. As far as possible ask each respondent serious answer all questions. Ensure that the data collected with the highest quality.

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